



(12) **United States Patent**  
**Rubinstein et al.**

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(54) **ASSOCIATING AN INDICATION OF USER EMOTIONAL REACTION WITH CONTENT ITEMS PRESENTED BY A SOCIAL NETWORKING SYSTEM**

(58) **Field of Classification Search**  
None  
See application file for complete search history.

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(\*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

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(57) **ABSTRACT**

A social networking system user may associate an emoji representing the user's emotional reaction with a content item presented by the social networking system. The user is presented with one or more emoji maintained by the social networking system and selects an emoji for associating with the content item. If certain emoji are selected, the social networking system prompts the user for compensation or requests compensation from an entity associated with the selected emoji. The selected emoji is associated with the content item and a connection, or other information, between the user and the object identifying the selected emoji is stored by the social networking system. The selected emoji may be displayed with the content item to the user and to other users connected to the user.

(52) **U.S. Cl.**

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**19 Claims, 9 Drawing Sheets**

